

ORDER



Orders
Order / Rev: 53336
Alt Order #: 9808753 /Brad
Product Desc: Tom Smith
Estimate: 233
Flight Dates: 09/04/12 - 09/16/12
Original Date / Rev: 08/30/12 / 09/14/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	45	\$12,580.00	\$10,693.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$12,580.00	\$10,693.00	157.00
Totals	45	\$12,580.00	\$10,693.00	157.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	21%	\$12,580.00
Market	100%	\$59,904.76

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	55%	\$32,947.62
WHTM	19%	\$11,381.90
WLYH	0%	\$0.00
WPMT	5%	\$2,995.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																														
N 1	WHP	09/04/12	09/10/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$70.00	P-2	2.10	NM	2	\$140.00																														
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WHP</td><td>09/04/12-09/10/12</td><td>CBS Sun Morning</td><td>9a-1030a</td><td>-----Su</td><td>:30</td><td>\$70.00</td><td>2.10</td><td>NM</td></tr><tr><td>2</td><td>WHP</td><td>09/04/12-09/10/12</td><td>CBS Sun Morning</td><td>9a-1030a</td><td>-----Su</td><td>:30</td><td>\$70.00</td><td>2.10</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WHP	09/04/12-09/10/12	CBS Sun Morning	9a-1030a	-----Su	:30	\$70.00	2.10	NM	2	WHP	09/04/12-09/10/12	CBS Sun Morning	9a-1030a	-----Su	:30	\$70.00	2.10	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																				
1	WHP	09/04/12-09/10/12	CBS Sun Morning	9a-1030a	-----Su	:30	\$70.00	2.10	NM																																				
2	WHP	09/04/12-09/10/12	CBS Sun Morning	9a-1030a	-----Su	:30	\$70.00	2.10	NM																																				
N 2	WHP	09/04/12	09/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-TWT---	:30	3	\$225.00	P-2	1.90	NM	3	\$675.00																														
N 3	WHP	09/07/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--F--	:30	2	\$80.00	P-4	1.90	NM	2	\$160.00																														
N 4	WHP	09/04/12	09/06/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	-TWT---	:30	2	\$175.00	P-2	2.00	NM	2	\$350.00																														

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WHP	09/07/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--F--	:30	1	\$55.00	P-4	2.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	M--F--	1		\$55.00	2.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	09/04/12-09/10/12		M-F 5p-530p News See MG 5.2 [No Avail]	5p-530p		M---F----	:30		(\$55.00)		2.00	NM		
2	WHP	09/10/12-09/10/12		M-F 5p-530p News Ⓜ See MG 5.3 [Program Change]	5p-530p		M-----	:30		(\$55.00)		4.00	NM		
3	WHP	09/12/12-09/12/12		M-F 530p-6p News Ⓜ MG for 7.1,5.2 [MG within Flight]	530p-6p		--W-----	:30		\$110.00		4.00	NM		
N 6	WHP	09/04/12	09/06/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	-TWT---	:30	3	\$175.00	P-2	2.00	NM	3	\$525.00
N 7	WHP	09/07/12	09/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--F--	:30	2	\$55.00	P-4	2.00	NM	0	\$0.00
Week:		09/04/12	09/10/12	M--F--	2		\$55.00	2.00							
1	WHP	09/04/12-09/10/12		M-F 530p-6p News See MG 5.3 [Program Change]	530p-6p		M---F----	:30		(\$55.00)		2.00	NM		
2	WHP	09/04/12-09/10/12		M-F 530p-6p News See MG 5.2 [No Avail]	530p-6p		M---F----	:30		(\$55.00)		2.00	NM		
N 8	WHP	09/04/12	09/06/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-TWT---	:30	3	\$200.00	P-2	1.90	NM	3	\$600.00
N 9	WHP	09/07/12	09/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--F--	:30	2	\$65.00	P-4	1.90	NM	3	\$815.00
Week:		09/04/12	09/10/12	M--F--	2		\$65.00	1.90							
2	WHP	09/04/12-09/10/12		M-F 6p-630p News See MG 9.3,9.4 [Sports Overrun]	6p-630p		M---F----	:30		(\$65.00)		1.90	NM		
3	WHP	09/16/12-09/16/12		Sun Reg 3 Ⓜ MG for 14.2,23.1,11.1,9.2 [MG within Flight]	9p-10p		-----Su	:30		\$700.00		7.00	NM		
4	WHP	09/15/12-09/15/12		Sa 11p-1130p News Ⓜ MG for 14.2,23.1,11.1,9.2 [MG within Flight]	11p-1130p		-----Sa--	:30		\$50.00		3.70	NM		
N 10	WHP	09/04/12	09/06/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TWT---	:30	3	\$550.00	P-2	5.30	NM	3	\$1,650.00
N 11	WHP	09/07/12	09/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	2	\$200.00	P-4	1.90	NM	1	\$150.00
Week:		09/04/12	09/10/12	M--F--	2		\$200.00	1.90							
1	WHP	09/04/12-09/10/12		M-F 7p-730p See MG 9.3,9.4 [Sports Overrun]	7p-730p		M---F----	:30		(\$200.00)		1.90	NM		
2	WHP	09/04/12-09/10/12		M-F 7p-730p	7p-730p		M---F----	:30		\$150.00		1.90	NM		
N 12	WHP	09/04/12	09/10/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$500.00	P-4	6.70	NM	1	\$500.00
N 13	WHP	09/04/12	09/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWT---	:30	3	\$675.00	P-2	6.90	NM	3	\$2,025.00
N 14	WHP	09/07/12	09/10/12		CM	730p-8p	M--F--	:30	2	\$225.00	P-4	6.90	NM	1	\$225.00

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M-F 730p-8p															
M-F 730p-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/04/12	09/10/12	M--F--	2		\$225.00		6.90						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WHP	09/04/12-09/10/12		M-F 730p-8p	730p-8p		M----F----	:30	(\$200.00)	6.90	NM				
See MG 9.3,9.4															
[Sports Overrun]															
N 15	WHP	09/04/12	09/10/12	Tue Reg 1	CM	8p-9p	-T-----	:30	1	\$1,750.00	P-2	15.30	NM	1	\$1,750.00
				Tue 8p-9p											
N 16	WHP	09/04/12	09/10/12	Fri Reg 2	CM	9p-10p	----F--	:30	1	\$600.00	P-2	6.40	NM	1	\$600.00
				Fri 9p-10p											
N 17	WHP	09/04/12	09/10/12	Thu Reg 3	CM	10p-11p	---T---	:30	1	\$1,000.00	P-2	9.30	NM	1	\$1,000.00
				Thu 10p-11p											
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	09/04/12-09/10/12		Thu Reg 3	10p-11p		---Th----	:30	(\$1,000.00)	9.30	NM				
See MG 17.2															
[Program Change]															
2	WHP	09/04/12-09/10/12		Wed Reg 2	9p-10p		--W-----	:30	\$1,000.00	9.30	NM				
				Ⓜ MG for 17.1 09/06											
				[MG within Flight]											
N 18	WHP	09/04/12	09/06/12	M-F 11p-1135p News	CM	11p-1135p	-TWT---	:30	3	\$200.00	P-2	2.50	NM	3	\$600.00
				CBS 21 News at 11p											
N 19	WHP	09/07/12	09/10/12	M-F 11p-1135p News	CM	11p-1135p	M--F--	:30	2	\$60.00	P-4	2.50	NM	2	\$120.00
				CBS 21 News at 11p											
N 20	WHP	09/04/12	09/10/12	Sa-Su 11p-1130p News	CM	11p-1130p	-----SS	:30	2	\$80.00	P-2	1.90	NM	2	\$100.00
				CBS 21 News Weekend											
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	09/04/12-09/10/12		Sa-Su 11p-1130p News	11p-1130p		-----SaSu	:30	\$50.00	1.90	NM				
2	WHP	09/04/12-09/10/12		Sa-Su 11p-1130p News	11p-1130p		-----SaSu	:30	\$50.00	1.90	NM				
N 21	WHP	09/04/12	09/10/12	Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-3	1.40	NM	5	\$405.00
				Letterman											
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WHP	09/04/12-09/10/12		Letterman	1135p-1235a		MTWThF----	:30	\$35.00	1.40	NM				
5	WHP	09/04/12-09/10/12		Letterman	1135p-1235a		MTWThF----	:30	\$70.00	1.40	NM				
N 22	WHP	09/08/12	09/08/12	Sa 6p-630p News	CM	6p-630p	-----S-	:30	2	\$40.00	P-4	2.30	NM	2	\$80.00
				CBS 21 News at 6p											
N 23	WHP	09/10/12	09/10/12	Mon Reg 3	CM	10p-11p	M-----	:30	1	\$285.00	P-4	0.00	NM	0	\$0.00
				Mon 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/04/12	09/10/12	M-----	1		\$285.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	09/04/12-09/10/12		Mon Reg 3	10p-11p		M-----	:30	(\$285.00)	0.00	NM				
See MG 9.3,9.4															
[Sports Overrun]															
Totals														45	\$12,580.00